

ABSTRACT OF THE DISCLOSURE

INSA17

An advertisement distribution system comprises
a player information database comprising player
5 information including a profile of a team or player
participating a tournament; and a sponsor database containing
ID information of a company to sponsor a match, registered so
as to correspond to match information including an opponent,
and data and time of the match. A page for advertisement
10 determination processing section registers in the sponsor
database ID information of a company so as to correspond to a
match involving a team designated by the company, based on the
content set in the player information database. An
advertisement insertion processing section specifies a sponsor
15 in the sponsor database, for a match aired in each broadcast
page created, and extracts an advertisement of the sponsor
from an advertisement master for insertion into a
corresponding broadcast page. With the above, the
advertisement distribution system places in sports
20 broadcasting an advertisement suited to the tendency or
preference of sports viewers.